

Blended Learning: Energizing the Education-Industry Partnership in Tourism and Hospitality Studies

Presented by

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College of Professional and Continuing Education
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24th November 2017

Current Issues

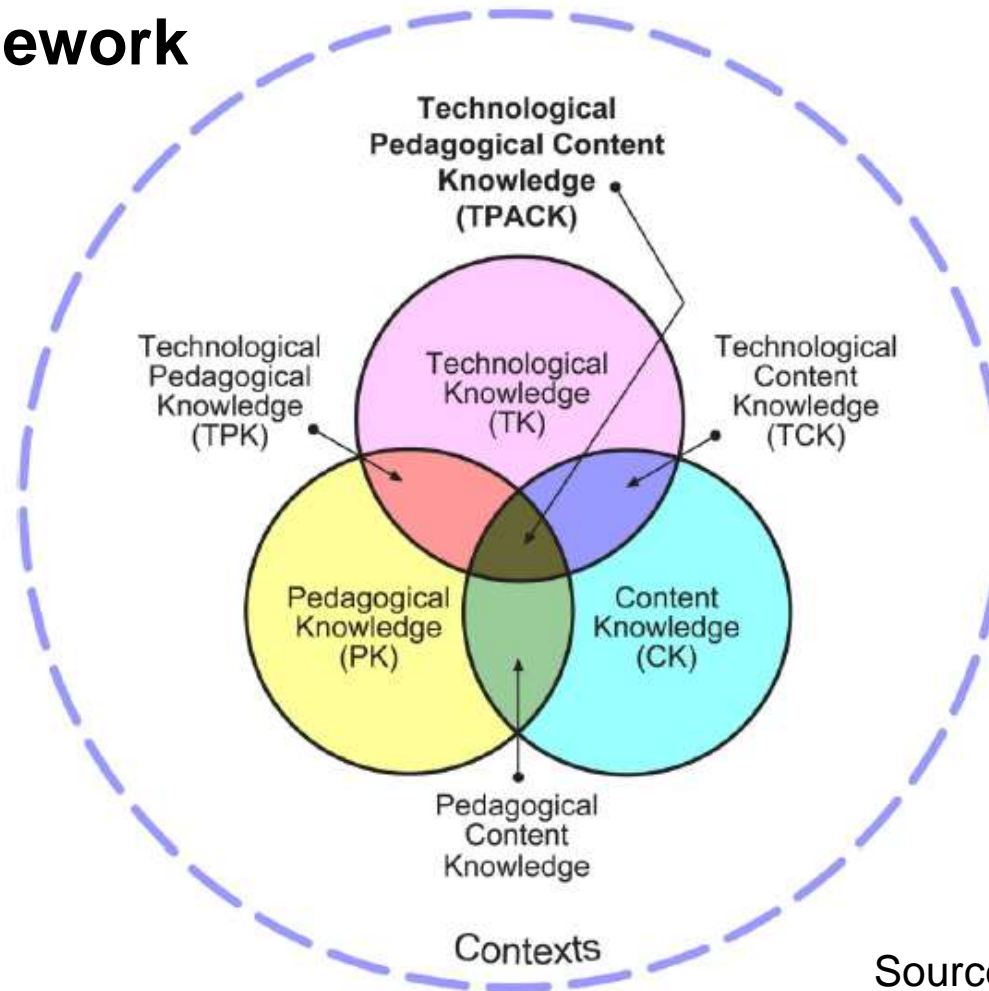
- A new normal in higher education?
- Combines both online and face-to-face (F2F) learning methods
- Blended learning could:
 - ✓ Engaging students in an active learning mode
 - ✓ Provide more flexibility on when/where students choose to learn
 - ✓ Allow the use of current pedagogical strategies to enhance learning experiences
 - ✓ Engaging students in the active construction of knowledge

Blended Learning

- Capitalizes on the resources of educational technology
- Extends teaching beyond the boundaries of the classroom
- Not limited to distance-learning; can be resident-based course at the:
 - Lesson Level
 - Subject Level
 - Program Level
 - Unit Level

Conceptualizing Blended Learning

TPACK Framework



Source: Koehler, 2008

Tourism and Hospitality Studies (THS)

- A popular subject/program in Hong Kong
 - Secondary-School curriculum
 - THS is the most popular elective subjects in new senior secondary schools curriculum
 - 180 secondary schools launch this subject
 - 15,500 students intakes annually (S4-S6)
 - 5,000 students join the HKDSE each year
 - Applied Learning
 - Food & Beverage Operations
 - Event Coordination and Planning
 - Hotel Operations
 - Project Yi-Jin / Certificates
 - Foundation Diploma
 - Associate Degree / Higher Diploma / Advance Diploma
 - Undergraduate Degree
 - Postgraduate Degree

Missing Link

- Current Industry-Education partnership includes:
 - Guest Talk (e.g., Professor a day)
 - Site inspection (e.g., hotel visit/stay, back of the house field visits)
 - Career Talk / Career Day
 - Internship
 - Mentorship program
 - Scholarship / Award
 - External Advisors / Examiners
- **However**, much of the above contacts might not be able to be fully and effectively integrated into the intended learning outcomes.

Operationalizing Blended Learning

Selecting Technologies:

- Desired Learning Outcomes (*What?*)
- Rationale (*Why?*)
- Relevant Activities (*How?*)
- Potential Uses of Technology

My Experience

Video Case #①

Industry partner:
General Manager of
Lotus Tours Ltd

Topic: Travel
Dis-intermediation

Intended learning
outcome: *describe
the different types of
tour operations and
travel agents*

Video Case #②

Industry partner:
Senior Sales Manager
of Travelport

Topic: Working
skills/attitudes in the
travel & tourism
industry

Intended learning
outcome: *outline the
procedures & right
attitude when dealing
with clients*

Video Case #③

Industry partner:
Senior Director of
TLX Travel Hong Kong

Topic: Corporate
Travel Agency

Intended learning
outcome: *apply
industrial practices
with respect to the
local environment*

Video Case #①

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 - Video Case #1 - Interview with the GM of Lotus Tours**
 - Self-check questions for Video #1 - Interview with...

Video Case #1 - Interview with the GM of Lotus Tours



I have interviewed Ms. Keller Mak, the GM of Lotus Tours Ltd regarding the topic of Travel Disintermediation, please watch the video and answer the questions that I posted in the discussion forum.

This is the activity for the mass lecture on 6th Oct (Friday).

Video Case #①

Self-check questions

Self-check questions for Video #1 - Interview with GM of Lotus Tours Ltd.

After you watch the video 1 - interview with the GM of Lotus Tours Ltd.

Please answer the questions and submit your answer on-line no later than next Monday (i.e., 9Oct 2017).

Thank you for your attention.

This quiz closed on Wednesday, 11 October 2017, 11:47 PM

Grading method: Highest grade

Attempts: 59

Summary of your previous attempts

Attempt	State	Marks / 100.00	Grade / 10.00	Review
Preview	Finished Submitted Friday, 6 October 2017, 6:40 PM	Not yet graded	Not yet graded	Review

Your final grade for this quiz is **Not yet graded/10.00**.

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Title / Fullname	SI number	State	Started on	Completed	Time taken	Grade/10.00	Q. 1 /10.00
Student TAM Ka Chen 譚嘉欣	60209424	Finished	6 October 2017 6:20 PM	6 October 2017 10:07 PM	1 hour 36 mins	Not yet graded	Requires grading
Student TSE Lung Ho 謝龍浩	60214724	Finished	6 October 2017 10:41 PM	6 October 2017 11:35 PM	53 mins 55 secs	Not yet graded	Requires grading
Student HO Mei Suen 何美萱	60203054	Finished	6 October 2017 11:01 PM	6 October 2017 11:51 PM	40 mins 8 secs	Not yet graded	Requires grading
Student NGAN Chui Him 吳詠欣	60248043	Finished	6 October 2017 11:40 PM	18 October 2017 12:34 PM	3 days 11 hours	Not yet graded	Requires grading
Student MA Pui Yu 馬佩瑜	60211044	Finished	7 October 2017 9:40 PM	8 October 2017 1:06 AM	3 hours 10 mins	Not yet graded	Requires grading
Student HO Ka Wai 何嘉偉	60227844	Finished	6 October 2017 12:14 AM	9 October 2017 2:28 AM	2 hours 14 mins	Not yet graded	Requires grading
Student LAI Cheung Yik 賴卓逸	60102234	Never submitted	6 October 2017 2:53 PM	-	-	-	-
Student LEE Wing Yan 李穎恩	60108104	Finished	6 October 2017 3:30 PM	6 October 2017 5:26 PM	1 hour 29 mins	Not yet graded	Requires grading
Student KWONG Pui Yan 黃佩恩	60237104	Finished	6 October 2017 3:57 PM	6 October 2017 4:36 PM	33 mins 36 secs	Not yet graded	Requires grading
Student WONG Lok Yee 王若怡	60211864	Finished	6 October 2017 6:23 PM	6 October 2017 9:47 PM	3 hours 4 mins 4 secs	Not yet graded	Requires grading
Student HOANG Yee Ho 黃詠欣	60164304	Finished	6 October 2017 9:52 PM	6 October 2017 10:23 PM	31 mins 27 secs	Not yet graded	Requires grading
Student SO Wai CH 蘇煥池	60187114	Finished	6 October 2017 10:28 PM	9 October 2017 10:35 AM	11 hours 34 mins	Not yet graded	Requires grading
Student HO Cheuk Ka 何卓嘉	60239664	Finished	6 October 2017 11:33 PM	9 October 2017 10:35 AM	10 hours 52 mins	Not yet graded	Requires grading
Student TANG Ka Yan 鄧嘉欣	60143744	Finished	9 October 2017 2:57 AM	9 October 2017 2:42 AM	30 mins 55 secs	Not yet graded	Requires grading
Student MAI Nga Lam 麥穎琳	60117024	Never submitted	9 October 2017 11:38 AM	-	-	-	-
Student SO Kwai Yin 蘇桂茵	60123854	Finished	9 October 2017 1:45 PM	9 October 2017 3:26 PM	1 hour 41 mins	Not yet graded	Requires grading

Started on Friday, 6 October 2017, 6:38 PM

State Finished

Completed on Friday, 6 October 2017, 6:40 PM

Time taken 1 min 50 secs

Grade Not yet graded

Question 1

Complete

Marks out of 100.00

Flag question

Exit question

1. What types of business that Lotus Tours Ltd. has primarily focused on?
Hints: a. Inbound or outbound? b. Wholesale travel agency or retail travel agency?

2. In the video, Keller has identified **THREE** critical factors accounting for the successful story of Lotus Tours Ltd in Hong Kong. What are they?

3. In the video, Keller has mentioned that "If you cannot beat them, join them". Who are 'them' that Keller refers to?
Hints: Airlines / Hotel / Travel agency / Tour Operator or the rapid development of information technology?

4. What strategies that Lotus Tours has adopted in order to tackle the challenges of travel disintermediation?

Video Case #②

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 - Revision Exercises
 - Video Case #2 - Interview with the Regional Sales ...**

Video Case #2 - Interview with the Regional Sales Manager of Travelport



Please view the video 2 - interview with the Regional Sales Manager of Travelport and complete the on-line exercises accordingly.

Video Case #②



Questions on Video Case #2

Learning Activity for Video Case #2

Overview Edit questions Templates Analysis Show responses

Add question

Choose... ▾

✚ (1) After watching this video, do you want to work in the travel and tourism industry?

- Not selected
- Yes
- No
- Maybe

✚ (2) If yes, do you want to start your 1st job upon graduation in an international big company or a small local company

- Not selected
- International big company
- small local company
- either one will be good if the salary match up with my expectation

✚ (3) If yes, do you prefer to work in the front-line or back-of-the-house position?

- Not selected
- front line
- back of the house

✚ (4) Which industry that you would like to work upon your graduation?

- Airlines (back of the house)
- Airlines (cabin crew)
- Airport Operations
- Hotel
- Travel Agency business (inbound)
- Travel Agency business (outbound)
- Tour Operator (tour escort)
- Tour Operator (tour design or planning)
- Exhibition Industry
- GDS company

✚ (5) Do you agree with what the speaker shared in the video? Do you think the information he talked about is useful for your future career development?



Video Case #②

Questions on Video Case #2 - interview with representative from Travelport

Overview Edit questions Templates Analysis **Show responses**

Anonymous entries (44)
Page 1 2 3 (Next)

Download table data as Download

Response number	After watching this video, do you want to work in the travel and tourism industry?	If yes, do you want to start your 1st job upon graduation in an international big company or a small local company?	If yes, do you prefer to work in the front line or back-of-the-house position?	Which industry that you would like to work upon your graduation?	Do you agree with what the speaker shared in the video? Do you think the information he talked about is useful for your future career development?	Do you think this form of on-line learning e.g., video sharing - follow up questions is suitable to your style of learning?	In the future, what kind of on-line learning and teaching format that you would like your teacher (i.e., me) to use more in the next semester?	Please propose any TWD company/person that you would like me to interview with in the future.
Response number: 1	Yes	International big company	front line	Airlines (back of the house) Airlines (cabin crew) Hotel	subtle			
Response number: 2	Yes	small local company	back of the house	Travel Agency business (outbound)	Yes I agree and think that the information is useful for my future career development	subtle	Online video for supplementary learning	Gray Line Tours and Hong Tai
Response number: 3	Yes	International big company	front line	Airlines (cabin crew) Airport Operations	Both Yes	subtle		ESL / Future
Response number: 4	Yes	International big company	front line	Airlines (cabin crew) Airport Operations	Yes I agree and I think it is useful for my future career development	subtle	Video	Cathay Pacific and American Express
Response number: 5	Yes	either one will be good if the salary match up with my expectation	front line	Hotel Tour Operator (tour design or planning) Exhibition Industry	I do agree what the speaker shared in the video. He makes me know more about how global companies work. It is useful for my future career development.	subtle	Self-hip, interview with guest	Gray Line Tours, Cathay Pacific
Response number: 6	Yes	International big company	back of the house	Airlines (back of the house) Travel Agency business	Yes, the information provide different direction to me	very subtle	video teaching	no clear target

Questions on Video Case #2 - interview with representative from Travelport

Overview Edit questions Templates **Analysis** Show responses

Export to Excel

Submitted answers: 44
Questions: 8

(1) After watching this video, do you want to work in the travel and tourism industry?



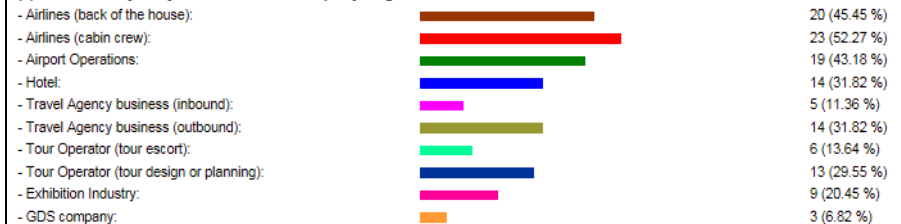
(2) If yes, do you want to start your 1st job upon graduation in an international big company or a small local company



(3) If yes, do you prefer to work in the front-line or back-of-the-house position?



(4) Which industry that you would like to work upon your graduation?



Video Case #③

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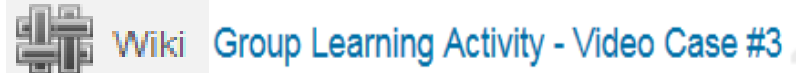
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 - 16 October - 22 October
 - 23 October - 29 October
 - 30 October - 5 November
 - 6 November - 12 November
 - 13 November - 19 November
 - 20 November - 26 November
 - Video Case #3 - TLX Travel Hong Kong**


Video Case #3 - TLX Travel Hong Kong



The video is a case study of a Corporate Travel Agency in Hong Kong. I have interviewed Ms. Maria Law, the Senior Director of the TLX Travel Hong Kong, regarding her view on corporate travel services as expected from the business travelers.

Video Case #③



<h3>Feedback for Video Case 3 - Corporate Travel Agency</h3> <p>Overview Edit questions Templates Analysis Show responses</p> <p>Add question</p> <p>Choose: <input type="checkbox"/></p> <p>Q1: [1] Before watching this video, have you ever heard about the TLX Travel Hong Kong?</p> <p><input type="radio"/> Not selected</p> <p><input type="radio"/> a. Yes</p> <p><input type="radio"/> b. No</p> <p><input checked="" type="radio"/> c. Yes, but I don't know the business focus of this company at all.</p> <p>Q2: [2] Name any TWO international well-known Corporate Travel Agency apart from TLX Travel</p> <p><input type="text"/></p> <p>Q3: [3] Propose a list of services that you believe a corporate travel agency should provide to their client company</p> <p><input type="text"/></p>	<h3>Group Learning Activity - Video Case #3</h3> <p>Before the next tutorial, students are encouraged to:</p> <ol style="list-style-type: none"> 1) Form into a group of 2-3 people; 2) Search from the internet or any other library sources regarding a sample of 'Corporate Travel Policy'; 3) Share your findings by uploading your file/picture here by clicking the Files and; 4) Based on the files uploaded either by your group or the others, comment on how a 'Corporate Travel Policy' could control the total expenses of the business travelers more effectively. 5) Please click Edit to express your own comments. I have typed a sentence there as an example for you. <p>View Edit Comments History Map Files Administration</p> <p> jrcdns_travelpolicies.pdf</p> <p>Edit wiki files</p>
<p>Q4: [4] Do you think the Video Case (TLX Travel) provide you a better understanding on the subject content of Corporate Travel Agency?</p> <p><input checked="" type="radio"/> Not selected</p> <p><input type="radio"/> 1. Very little</p> <p><input type="radio"/> 2. Little</p> <p><input type="radio"/> 3. Neutral</p> <p><input type="radio"/> 4. Often</p> <p><input type="radio"/> 5. Most often</p> <p>Q5: [5] How likely you have spent more time on learning this topic because of the on-line activity/question designed by the lecturer?</p> <p><input checked="" type="radio"/> Not selected</p> <p><input type="radio"/> 1. Very not likely</p> <p><input type="radio"/> 2. Unlikely</p> <p><input type="radio"/> 3. Neutral</p> <p><input type="radio"/> 4. Seems likely</p> <p><input type="radio"/> 5. Most likely</p> <p>Q6: [6] Using the format of on-line video interview with industry professionals, are you able to apply/integrate the concept that you learn from the lecture more confidently?</p> <p><input type="text"/></p>	<h3>Group Learning Activity - Video Case #3</h3> <p>Before the next tutorial, students are encouraged to:</p> <ol style="list-style-type: none"> 1) Form into a group of 2-3 people. 2) Search from the internet or any other library sources regarding a sample of 'Corporate Travel Policy'; 3) Share your findings by uploading your file/picture here by clicking the Files and; 4) Based on the files uploaded either by your group or the others, comment on how a 'Corporate Travel Policy' could control the total expenses of the business travelers more effectively. 5) Please click Edit to express your own comments. I have typed a sentence there as an example for you. <p>View Edit Comments History Map Files Administration</p> <p>Printer-friendly version</p> <h3>Group Learning Activity</h3> <p>The policy specify clearly that air tickets should be booked 'at the lowest available airfare' (p.2), and thus the travelling budget can be better controlled. - commented by Chammy</p>

Files Sharing

Comments Sharing

Feedback for Video Case #3

Overview Edit questions Templates Analysis **Show responses**

Anonymous entries (Sample)

Download table data as Comma separated values (.csv) Download

Students' responses to Blended learning approach

Response number	Before watching this video, have you ever heard about the TLX Travel Hong Kong?	Name any TWO international well-known Corporate Travel Agency apart from TLX Travel	Propose a list of services that you believe a corporate travel agency should provide to their client company	Do you think the Video Case (TLX Travel) provide you a better understanding on the subject content of Corporate Travel Agency?	How likely you have spent more time on learning this topic because of the on-line activity/question designed by the lecturer?	Using the format of on-line video interview with industry professionals, are you able to apply/integrate the concept that you learn more easily? Do you prefer to learn by this way and Why?	Are you better motivated to learn by using this blended learning approach in comparison with the traditional Face-to-Face teaching? Why?
Response number: 1	b. No	American Express, Swire Travel	Planing the whole business trip, booking airline&hotel&car&meeting place&meals, helping to deal with change and emergence	4. Often	4. Seems likely	Yes, I think the video interview is helpful because it can help me to have a <u>better understanding</u> of the topic and concept that I learn from the lecture.	Yes, watching videos to learn is <u>more motivated</u> because Face-to-Face teaching is more focus on the words on the notes and the definition but the video can help us to understand the <u>real operation of the</u> terms.
Response number: 2	b. No	westminster, American express ltd	24 hours hotline for the client. Provide the advise to the client, eg. Visa application Arrange the additional service, eg, make a reservation in the restaurant.	4. Often	4. Seems likely	.	Yes, because no time limitation I can <u>watch it again to make sure no missing</u> information.

Effectiveness of Blended learning

- Better engagement in learning (e.g., spend more time)
- Better understanding (e.g., in addition to text)
- Better application of knowledge/concepts
(e.g., real case/examples)
- More motivated to learn
- Reflection & Metacognition

3 Phases of my research

Phase 1 : Experiential
(My own observation + Students' feedback)

Phase 2 : Educator's perspectives
(Constraints vs Learning outcomes measurement)

Phase 3 : Industry partners' perspectives
(Levels of collaboration vs Constraints)

Research Significance

- Theoretically: this study will provide empirical evidence about THS students' perceptions towards the blended learning approach proposed by TPACK.
- Pragmatically: the results of this study could provide a holistic understanding of or grounds for future research on blended learning in the higher education sector in Hong Kong.

List of References

~ Upon request ~

Thank you

